



POWER OF ATTORNEY

On behalf of In-Store Media Systems, Inc., a Colorado corporation having a principal place of business at 15423 E. Batavia Dr., Aurora, Colorado 80011 being the assignee of and owning all right, title and interest in the invention entitled "COUPON REDEMPTION SYSTEM", for which application for Letters Patent of the United States has been made by the estate of Everett E. Schulze, Jr., through his legal representative and executrix, Melissa Mary Schulze, said application having been filed on July 12, 2001, receiving Serial No. 09/909,103, and further identified as Attorney File No. 2937-11-CIP, I, Mr. Donald P. Uhl, President of In-Store Media Systems, Inc., hereby appoint David F. Zinger, Registration No. 29,127; Craig C. Groseth, Registration No. 31,713; Sabrina C. Stavish, Registration No. 33,374; Todd P. Blakely, Registration No. 31,328; Lewis D. Hansen, Registration No. 35,536; Joseph E. Kovarik, Registration No. 33,005; Gary J. Connell, Registration No. 32,020; Wannell M. Crook, Registration No. 31,071; Douglas W. Swartz, Registration No. 37,739; Bruce A. Kugler, Registration No. 38,942; Robert R. Brunelli, Registration No. 39,617; Tejpal S. Hansra, Registration No. 38,172; Dana Hartje Cardwell, Registration No. 40,638; Angela K. Dallas, Registration No. 42,460; Benjamin B. Lieb, Registration No. 42,801; Bradley M. Knepper, Registration No. 44,189; Miriam Drickman Trudell, Registration No. 42,499; Dennis J. Dupray, Registration No. 46,299; Kenneth C. Winterton, Registration No. 48,040; Robert D. Traver, Registration No. 47,999; Brent P. Johnson, Registration No. 38,031; Mark L. Yaskanin, Registration No. 45,246; Mollybeth R. Kocialski, Registration No. 42,754; and Albert M. Crowder, Jr., Registration No. 28,063, of SHERIDAN ROSS P.C., 1560 Broadway, Suite 1200, Denver, Colorado 80202-5141, telephone number (303) 863-9700, as attorneys and agents for In-Store Media Systems, Inc. with full powers of substitution, association and revocation to prosecute the application and related U.S. and foreign applications and to transact all business in the United States Patent and Trademark Office and all foreign and international patent offices connected therewith.

By: Donald P. Uhl
Mr. Donald P. Uhl
President

Dated: 9/5/01